

DEPARTMENT OF PLANNING
STAFF REPORT

PLANNING COMMISSION PUBLIC HEARING

DATE OF HEARING: October 15, 2007

ZMOD 2007-0004, Cameron Chase Village Comprehensive Sign Plan

DECISION DEADLINE: November 30, 2007

ELECTION DISTRICT: Broad Run

PROJECT PLANNER: Sophia Fisher

EXECUTIVE SUMMARY

Cameron Chase Village Center Partners, LLC of Greenwood Village, Colorado and Navy Federal Credit Union of Vienna, Virginia have submitted an application for a special exception to modify the applicable provisions of Section 5-1204 of the Revised 1993 Zoning Ordinance to implement a Comprehensive Sign Package that proposes changes to the permitted number, location, size, and illumination of signs. The property is being developed pursuant to ZMAP 1988-0027 (Amended), Ashburn Center [and Special Exception SPEX 1988-0046, Ashburn Center (Amended)] in the PD-IP (Planned Development-Industrial Park) zoning district. The modification of zoning regulations applicable to the approved concept development plan is authorized by special exception under Section 6-1511(B)(5) and is reviewed in accordance with Section 5-1202(E). The property is located in the southern corner of the Cameron Chase Village Center at the intersection of Smith Switch Road (Route 607) and Farmwell Road (Route 640) adjacent to the Ashburn Ice House property in the Broad Run Election District.

Note: This application has also been advertised for the November 13, 2007 Board of Supervisors Public Hearing.

RECOMMENDATION

Staff recommends approval of the application, subject to the conditions of approval that require compliance with the submitted sign plan and based on staff's Findings for approval.

SUGGESTED MOTIONS

1. I move that the Planning Commission forward ZMOD 2007-0004, Cameron Chase Village Center Comprehensive Signage Plan and Guidelines, to the Board of Supervisors with a recommendation of approval, subject to the conditions of approval dated September 26, 2007 and based on the findings contained in the October 15, 2007 staff report.

OR,

2. I move an alternate motion.

VICINITY MAP



Directions: From Leesburg: Start on Route 7 East. Turn right on Belmont Ridge Road/Route 659. Turn left at Ashburn Farm Parkway. Continue on Farmwell Road/Route 640. Cameron Chase Village Center is located on the left and can be accessed from either Farmwell Road or Smith Switch Road.

TABLE OF CONTENTS

I.	Application Information.....	4
II.	Summary of Discussion	5
III.	Findings.....	5
IV.	Conditions of Approval	5
V.	Project Review	6
	A. Context.....	6
	B. Summary of Outstanding Issues	6
	C. Overall Analysis	6
	D. Zoning Ordinance Criteria for Approval.....	8
VI.	Attachments	9

I. APPLICATION INFORMATION

APPLICANTS Cameron Chase Village Center Partners, LLC
Mark E. DeRose
5613 Greenwood Village, Suite 800
Greenwood Village, CO 80111
730-529-2828

Navy Federal Credit Union
Timothy Gay, CPM
820 Follin Lane
Vienna, VA 22180
703-255-8600

OWNERS Same as Applicants

REPRESENTATIVE Reed Smith LLP
David P. O'Brien
44804 Riverside Parkway, Suite 300
Leesburg, VA 20176
703-729-8500

APPLICANT'S REQUEST A Zoning Modification for a Comprehensive Sign Plan

LOCATION Northwest corner of Farmwell Road and Smith Switch Road

TAX MAP/ PARCEL Tax Map - /79//67/////1/ PIN – 061-46-0385
Tax Map - /79//67/////1B PIN – 061-45-9365

ZONING PD-IP (Planned Development-Industrial Park)

ACREAGE OF REQUEST SITE 2.65 Acres

SURROUNDING LAND USES/ZONING

<u>Zoning</u>	<u>Present Land Uses</u>
North	PD-IP Recreational (Ashburn Ice House)
South	PD-IP Commercial/Vacant
East	PD-IP Commercial/Vacant
West	PD-IP Auto & Tire Services

ELECTION DISTRICT: Broad Run

II. SUMMARY OF DISCUSSION

Topic/Issue Area	Issues Examined and Status
Community Planning	Commit to the use of lighting for signs that eliminates glare, either directly or indirectly, on the public roadway, and that eliminates intrusive light trespass and light pollution Status: Resolved
Zoning	This application is for a comprehensive sign plan for parcels 1 and 1b only. This sign plan will not serve as an amendment to ZMOD-2003-0001. Status: Resolved—Sheets 2-4 of the comparison matrix are in reference to parcel /79/67/111/2/ and have been removed from the comparison matrix.
	Remove the red and green signals from the directional signage for the ATM and Drive Thru signs Status: Resolved—the signals have been removed from the signs.
	Sign I, the proposed drive thru message center contains exposed or visible bulbs. The zoning ordinance does not permit electronic message boards; a modification can not be approved for a sign which is not permitted. Status: Resolved—the sign has been removed from the Comprehensive Sign Plan

III. FINDINGS

1. The Comprehensive Sign Package, as proposed, is compatible with the environs and architectural design of Cameron Chase Village Center Comprehensive Signage Plan and Guidelines.
2. The sign modification establishes standards for the location, size, height, number, illumination and color of the proposed signs for Cameron Chase Village Center.
3. The sign modification establishes requirements for the maintenance of permanent signs and the removal of temporary signs.
4. Subject to the proposed modification request, the application conforms to the Revised 1993 Zoning Ordinance.

IV. CONDITIONS OF APPROVAL (September 26, 2007)

1. Signs shall be provided in substantial conformance with the Cameron Chase Village Center Comprehensive Signage Plan and Guidelines dated September 20, 2007.
2. Sign materials, colors, size, height, location, and lighting shall be provided in substantial conformance with the Cameron Chase Village Center Comprehensive Signage Plan and Guidelines dated September 20, 2007.

3. Individual signs and associated landscaping materials shall be maintained in good condition, assuring sign legibility and health of landscaped plantings.
4. Once a commercial building is either 100 percent leased or sold, all temporary signs (such as real estate and leasing signs) shall be removed within 30 days following the execution of the lease or sale of the commercial building.

V. PROJECT REVIEW

A. Context

The applicant, Cameron Chase Village Center Partners, LLC in conjunction with Navy Federal Credit, is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan pursuant to the provisions of the Revised 1993 Zoning Ordinance. The buildings are located in the southern corner of the Cameron Chase Village Center at the intersection of Smith Switch Road (Route 607) and Farmwell Road (Route 640) adjacent to the Ashburn Ice House property. The applicant has provided a sign plan depicting the location of the proposed monument signs, building-mounted signs and directional signs for the proposed buildings on the subject site property.

The site is governed under the policies outlined in the Revised General Plan. The site is located within the Suburban Policy Area. The Revised General Plan identifies the site as suitable for Residential use (CPAM 2004-0025 Stonegate). The retail policies of the Countywide Retail Plan also apply.

B. Summary of Outstanding Issues

- There are no outstanding issues.

C. Overall Analysis

COMPREHENSIVE PLAN

In February 2006 the Board of Supervisors approved a Comprehensive Plan Amendment (CPAM 2004-0025 Stonegate) changing the Revised General Plan's Planned Land Use map for several properties located on the west side of Smith Switch Road between Farmwell Road and the W&OD Trail from Business and Keynote Employment to Residential land uses. Specifically, the amendment changed the land use designation of the existing Cameron Chase Village Center and the Ashburn Ice House from Keynote Employment to Residential. Cameron Chase Village Center predates CPAM 2004-0025 Stonegate and has been developed as a by-right neighborhood-serving retail center per the Revised 1993 Zoning Ordinance.

The approved Cameron Chase Village Center Comprehensive Sign Plan (ZMOD 2003-0001) provided design commitments for the signs and materials associated with the buildings as well as landscape buffers to enhance the overall visual quality of the retail center. The

proposed comprehensive sign package for the Navy Federal Credit Union (Lot 1-A) and a Personal Service Building with multiple tenants (Lot 1-B) provides similar design commitments and is intended to blend with the existing retail center.



Signs

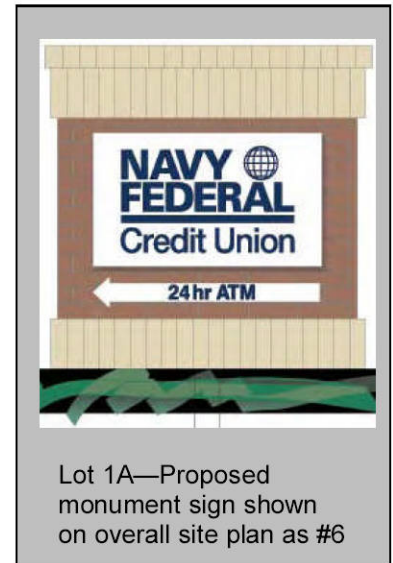
Collectively the location, quality, and clarity of signs define the general perception of a business or commercial center and its surrounding community. If signs are well presented and coordinated, the image of the business or commercial center as well as the individual tenants is enhanced. The Retail Plan specifies that signs for retail centers should be developed as an integral part of the overall center design and that a unified graphic design scheme is strongly encouraged (*Retail Plan, Policy 1, p. 21*).

The applicant has provided renderings to illustrate the locations and design of the proposed bank and multi-tenant building signs. The signs for the proposed bank and multi-tenant building are located on the upper fascia above the entrances and along expanses of open

walls of these buildings. The signage will feature channel lettering and/or corporate logos with back lighting. The placement and design of the proposed signage is consistent with the policies of the Retail Plan and is in keeping with the existing signage approved with the previous Cameron Chase Village Center Comprehensive Sign Plan.

Circulation, Parking, and Loading

The Retail Plan specifies that pedestrian traffic, internal to the retail center, should be provided with a safe travel route from the parking area to the building with a demarcated pathway and clear directional signage (*Retail Plan, Policy 1, p. 20*). The applicant has provided a series of directional signs at key areas around the site to help pedestrians and motorists negotiate the site for both the proposed bank and multi-tenant building.



Lighting

The Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (*Revised General Plan, Policy 1, p. 5-31*). The Retail Plan also specifies that all lighting should be designed to reduce glare and spillage of light onto adjoining properties and streets and that the fixtures should be attractive site elements that are compatible with the architecture of the retail center (*Retail Plan, Policy 2, p. 21*). The proposed sign plan specifies that signs are to be either lit internally or back lit and that no spotlights or uplights are permitted.

ZONING

The applicant is requesting modifications to the sign regulations pursuant to Sections 5-1202(E), 6-1504, and 6-511(B)(6) of the Revised 1993 Zoning Ordinance to develop a Comprehensive Sign Plan for the remaining lots under development in Cameron Chase Village Center.

Staff has reviewed the most recent information submitted by the applicant and notes that the revised Cameron Chase Village Center Comprehensive Sign Plan addresses all of the previous requests for clarification and information identified in the referral comments.

D. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1310 states " ... (i)in considering a special exception application, the following factors shall be given reasonable consideration, to the extent applicable, in addition to any other standards imposed by this Ordinance ... ":

Standard *The glare or light that may be generated by the proposed use in relation to uses in the immediate area.*

Analysis The Cameron Chase Village Center Comprehensive Signage Plan and Guidelines contains signage that is internally and externally illuminated. External lighting will

illuminate the surface of the sign with no spillage onto adjacent properties or roadways.

Standard *The proposed location, lighting, and types of signs in relation to the proposed use, uses in the area, and the sign requirements of this Ordinance.*

Analysis The proposal provides a comprehensive sign plan for Cameron Chase Village Center.

Standard *The nature and extent of existing or proposed landscaping, screening, and buffering on the site and in the neighborhood.*

Analysis Signage may be located within landscaped areas, and clear visibility of sign face will be maintained to enhance readability by, and thus safety of, passing motorists.

Standard *Whether the proposed special exception at the specified location will contribute to or promote the welfare and convenience of the public.*

Analysis The proposed signs will help guide people to specific destinations within the rural village.

V. ATTACHMENTS (Unless noted otherwise, attachments are not available electronically but may be obtained from the Department of Planning)	PAGE NUMBER
1. Review Agency Comments	
a. Planning, Comprehensive Planning	A-1
b. Building and Development, Zoning Administration	A-5
2. Disclosure of Real Parties in Interest	A-6
3. Applicant's Statement of Justification	A-28
4. Applicant's Response to Referral Comments	A-35
5. Cameron Chase Village Center Comprehensive Signage Plan and Guidelines	Follows A-35